

Nyhan et al. Application No. 09/900,674

Reply to Office Action

*AMENDMENTS TO THE CLAIMS*

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for conducting an on-line survey in association with presentation of an on-line advertisement by a browser client, the method comprising:

receiving, by an ad server, a request for a block of data, the requested block of data comprising computer-readable instructions for displaying an on-line advertisement on the browser client, the request originating from a computer operated by a user; and

determining whether or not the user has previously been solicited to take the on-line survey; and

adding to the requested block of data, in response to the determining step, further computer-readable instructions that facilitate invoking a procedure for soliciting the user to take the on-line survey; selectively presenting, in response to the receiving step, an on-line survey solicitation via the browser client, the selectively presenting step comprising performing, in any order, the sub-steps of:

accessing information indicative of a previous presentation by the browser client of the on-line survey solicitation, and

adding, by the ad server to the requested block of data, further computer-readable instructions that facilitate invoking decision-making steps for determining whether to present the on-line survey solicitation via the browser client.

2. (Currently Amended) ~~A computer-readable medium having stored thereon computer-executable instructions to facilitate performing the method of claim 1. The method of claim 1 wherein the adding step is performed at least partially based upon the accessing step.~~

3. (Currently Amended) The method of claim 1, wherein the determining accessing step comprises: receiving cookie data from the computer browser client indicative of a previous presentation of the on-line survey solicitation; receiving a response to the request; and analyzing the data to determine whether it is associated with the on-line survey.

Nyhan et al. Application No. 09/900,674

Reply to Office Action

4. (Currently Amended) The method of claim 1, wherein the determining step comprises ~~receiving cookie data from the computer;~~

further comprising analyzing the received cookie data to determine how much time hasan elapsed time since the user was previously solicited to take the previous presentation of the on-line survey solicitation; and

comparing the elapsed time with a time parameter, wherein the adding step is performed if the elapsed time is ~~greater than~~ exceeds a time period corresponding to the time parameter.

5. (Currently Amended) The method of claim 1, further comprising sending the block of data, including the added computer-readable instructions, to the computer browser client over a computer network.

6. (Currently Amended) The method of claim 1, further comprising:

presenting the on-line survey solicitation thereby soliciting the user to take the on-line survey,

generating, in association with the presenting step, cookie data to indicate that the on-line survey solicitation was presented by the browser client ~~the user has been solicited to take the on-line survey;~~ and

sending the generated cookie data over a computer network to the computer browser client.

7. (Currently Amended) The method of claim 1, further comprising:

executing the added computer-readable instructions, thereby invoking the procedure to perform the steps of:

referencing a frequency parameter that indicates influences the frequency of presenting how frequently solicitations to take the on-line survey solicitations are to be sent to users over a computer network; and

determining whether or not to present the on-line survey solicitation via the browser client ~~display a solicitation to take the survey to the user based, in part,~~ on the frequency parameter.

Nyhan et al. Application No. 09/900,674

Reply to Office Action

8. (Currently Amended) The method of claim 7, wherein the on-line survey solicitation is ~~conducted~~presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of ~~the~~an amount of time remaining in ~~a~~the campaign, the method further comprising calculating the value of the frequency parameter according to an algorithm that ~~includes~~incorporates the amount of time remaining in the campaign ~~as an input~~.

9. (Currently Amended) The method of claim 7, wherein the on-line survey solicitation is ~~conducted~~presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of ~~the~~an amount of time remaining in ~~a~~the campaign, the method further comprising determining the value of the frequency parameter by referencing a look-up table that correlates a plurality of possible times remaining in the campaign with corresponding possible frequency values.

10. (Currently Amended) The method of claim 1, further comprising ~~executing~~carrying out the added computer-readable instructions to ~~invoke the procedure to perform steps comprising of:~~

generating a random number;

determining whether the random number falls within a ~~range~~set of numbers that ~~represent~~correspond to a the frequency with which users ~~are to be solicited to take the on-line survey~~ solicitation is presented via browser clients; and

~~displaying~~presenting the on-line survey solicitation ~~to take the survey to the user based on the determining step.~~

11. (Currently Amended) The method of claim 1, further comprising:

~~displaying~~presenting the on-line survey solicitation as a pop-up window in response to the determining step; and

~~in response to the user activating~~activation of a link associated within the pop-up window, sending a web page to the computer, the web pagebrowser client comprising questions regarding a product or service advertised in the on-line advertisement.

12. (Currently Amended) The method of claim 1, further comprising:

Nyhan et al. Application No. 09/900,674

Reply to Office Action

~~displaying~~ presenting the on-line survey solicitation as a pop-up window in response to the determining step; and

~~in response to the user activating~~ activation of a link associated within the pop-up window, sending a web page to the computer, the web page browser client comprising questions regarding a product or service that is not advertised in the on-line advertisement.

13. (Currently Amended) A method for soliciting a user of a computer to take an on-line survey, the computer being linked to a computer network and running a browser program, the method comprising:

~~receiving, by a server, a function call indicating that~~ request issued by the browser has requested for one or more files comprising an on-line advertisement;

~~sending a request to accessing, in response to the receiving step, cookie data for the browser for cookie data regarding previous attempts to solicit the user to take the~~ presentation by the browser of an on-line survey solicitation;

~~receiving a response to the request;~~

~~selectively modifying, based on the response~~ cookie data, the one or more requested files so that they at least one of the files includes a reference to a computer-readable instructions for deciding whether or not to solicit the user to take present the on-line survey solicitation via the browser; and

~~sending the one or more modified~~ requested files to the browser over the computer network.

14. (Original) A computer-readable medium having stored thereon computer-readable instructions for performing the method of claim 13.

15. (Currently Amended) The method of claim 13, wherein the one or more requested files comprise computer-readable instructions for displaying the on-line advertisement, and wherein the selective modifying step further comprises inserting script readable by the browser into the one or more files, the script including instructions for calling a routine that decides whether or not to solicit the user to take the on-line survey based on a frequency parameter, the frequency parameter ~~indicating being indicative of the~~ probability that, in response to the

Nyhan et al. Application No. 09/900,674

Reply to Office Action

~~selectively modifying step, the on-line survey solicitation will be submitted for presentation by the browser-users are to be selected to take the on-line survey.~~

16. (Original) The method of claim 15, further comprising:

sending further script to the browser comprising instructions for displaying a pop-up window that, when clicked on by the user, causes the browser to download a web page that includes the on-line survey.

17. (Currently Amended) A system for conducting an on-line survey, the system comprising:

a client computer for interacting with a user;  
a web server in communication with the client computer;  
a survey logic server in communication with the client computer; and  
computer-readable instructions for:

requesting a web page to be sent from the web server to the client computer, the web page including a reference to an on-line advertisement;

requesting the on-line advertisement ~~to be sent to~~ for presentation on the client computer ~~so that the on-line advertisement can be displayed on the on-the-client computer to the user;~~ and

~~deciding whether or not to consider sending an on-line survey solicitation to take the on-line survey associated with the on-line advertisement~~ from the survey logic server to the client computer based at least in part on a stored value on the client computer indicative of a previous presentation of the on-line survey solicitation on the client computer ~~indicating how recently the user has been previously solicited to take the on-line survey.~~

18. (Currently Amended) The system of claim 17, wherein the ~~deciding-sending~~ step comprises analyzing cookie data of the client computer ~~to determine~~ indicative of how recently the ~~solicitation to take the on-line survey solicitation~~ was previously ~~sent to~~ executed upon the client computer.

Nyhan et al. Application No. 09/900,674

Reply to Office Action

19. (Original) The system of claim 17, wherein the survey logic server is in communication with the client computer by way of the web server.

20. (Currently Amended) The system of claim 18, wherein the ~~deciding~~sending step further comprises:

based on the ~~determining step~~cookie data, attaching script to the on-line advertisement, the script being executable by the client computer to call a routine that compares a random number to a ~~range of numbers~~set of values based on a frequency parameter to determine, ~~based on a frequency parameter~~, whether to send a ~~solicitation to take the on-line survey~~ solicitation to the client computer; and further comprising computer executable instructions for sending the on-line advertisement and the script to the client computer.

21. (Currently Amended) The system of claim ~~17~~18, ~~further comprising~~ wherein the sending step comprises:

~~determining whether the solicitation to take the on-line survey has been recently sent to the computer;~~

based on the ~~determining step~~cookie data, attaching script to the on-line advertisement, the script being executable by the client computer to call a routine at the survey logic computer that compares a random number to a ~~range of numbers~~set of values based on a frequency parameter to determine, ~~based on a frequency parameter~~, whether to send a ~~solicitation to take the on-line survey~~ solicitation to the client computer; and

~~sending the on-line advertisement to the client computer.~~

22. (Currently Amended) The system of claim ~~17~~21, wherein the on-line survey solicitation is ~~conducted~~presented as part of a campaign, the ~~method further comprising~~ calculating and wherein a value of the frequency parameter ~~is~~ is at least partially a function of ~~how much time has elapsed~~ time in the campaign.

23. (Currently Amended) The system of claim ~~21~~22, wherein the ~~calculating~~ step frequency parameter is performed according to an algorithm.

Nyhan et al. Application No. 09/900,674

Reply to Office Action

24. (Currently Amended) The system of claim ~~21~~22, wherein the ~~calculating step is performed~~frequency parameter is determined by referencing a look-up table.

25. (Original) The system of claim 17, further comprising an ad server for maintaining data for displaying the on-line advertisement.

26. (Currently Amended) The system of claim 25, wherein the ad server adds first computer-readable instructions, for invoking a decision routine, to the advertisement data when ~~it is decided that~~ consideration is to be given to sending the on-line survey solicitation to the computer.

27. (Currently Amended) The system of claim 26, wherein the survey logic server provides the ~~added~~first computer readable instructions to the ad server.